



**City of Scottsdale  
Tourism Development Commission  
Regular Meeting**

**MARKED AGENDA**

8:00 a.m., Tuesday, March 19, 2013  
Pinnacle Conference Room at Human Resources  
7575 E. Main Street  
Scottsdale, Arizona 85251

**\*Amended wording on Item #4. Added possible action**

**1. Call to Order/Roll Call 8:02AM**

Michael Hoffmann, Chairman-**ABSENT**  
Kathleen Glenn, Vice-Chairwoman  
Tom Enders  
Ace Bailey

Ren Hirose  
Robert McCreary  
David Scholefield

**2. Approval of Minutes**

Commission discussion and possible action to approve the February 19, 2013 regular meeting minutes (Attachment No.1)

**COMMISSIONER BAILEY MOVED TO APPROVE THE MINUTES OF THE FEBRUARY 19, 2013 MEETING. COMMISSIONER HIROSE SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (6) TO ZERO (0).**

**3. Staff Liaison Reports**

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

- a. Staff Bed-Tax Collection Report (Attachment No.2)
- b. Bed Tax Proforma (Attachment No.3)
- c. Smith Travel Report (Attachment No.4)
- d. Program Updates  
Trolley Ridership Report (Attachment No.5)

**4. WestWorld TNEC Event Sales & Marketing RFP Update**

At the request of the Commission, update, discussion and possible action regarding the WestWorld/TNEC event sales/marketing. (Attachment No.6)

Staff Contact: Steve Geiogamah



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING HOLLI SHANNON 480-312-7989 OR [HSHANNON@SCOTTSDALEAZ.GOV](mailto:HSHANNON@SCOTTSDALEAZ.GOV). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.

**5. Desert Discovery Center Phase III Update**

Staff Update commission discussion and possible action regarding the Desert Discover Center Phase III.

Kroy Ekblaw, Executive Assistant, Strategic Projects

**6. FY2013/14 Preliminary Destination Marketing Guide**

Commission discussion and possible action.

Rachel Pearson, Vice President of Community & Government Affairs SCVB

Staff Contact: Steve Geiogamah

(Attachment No.7)

**7. City's Event Funding Programs**

Commission update discussion and possible action regarding the city's event support funding programs. (Attachment No. 8)

Staff Contact: Steve Geiogamah

**8. Fiesta Bowl 2013 Performance Recap**

Update and commission discussion.

Rachel Pearson, Vice President of Community & Government Affairs SCVB

Staff Contact: Steve Geiogamah

(Attachment No.9)

**9. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

**10. Public Comment**

Citizens may address the members of the Tourism Development Commission during "Public Comment." This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

**11. Adjournment 9:48AM**

**Next scheduled meeting is April 16, 2013**



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